

**GOVERNMENT OF INDIA
AGRO AND RURAL INDUSTRIES
LOK SABHA**

UNSTARRED QUESTION NO:2067
ANSWERED ON:05.08.2003
SETTING UP OF SHOPS UNDER BRAND NAME KHADI
AMBATI BRAHMANAIAH

Will the Minister of AGRO AND RURAL INDUSTRIES be pleased to state:

- (a) whether it is a fact that KVIC has set up its outlets under the brand name `Khadi` in some parts of the country;
- (b) if so, the names of cities where such special outlets have come up;
- (c) whether the KVIC plans for expanding this proposal during 2003-04; and
- (d) if so, the details thereof and the commercial response to this scheme?

Answer

MINISTER OF STATE (INDEPENDENT CHARGE) IN THE MINISTRY OF AGRO AND RURAL INDUSTRIES (SHRI SANGH PRIYA GAUTAM)

(a) & (b): The KVIC has not set up any exclusive outlet under the brand name `Khadi`. However, the KVIC has developed exclusive products for the high-end market like Designer Garments, Herbal Products, Essentials Oils etc. which are being marketed under the brand name `Khadi`. These products are available at special counters that have been earmarked in certain Khadi Bhawans.

(c) & (d): Yes, Sir. As the Commercial response to the branded `Khadi` products has been very encouraging.